

UNITED WAY

SUPPORTIVE HOUSING ADVOCATE TRAINING

FEBRUARY 19, 2018

**United
Way**



GREATER LOS ANGELES

LIVE UNITED

WELCOME & INTRODUCTIONS



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DIFFERENT POPULATIONS HAVE DIFFERENT HOUSING NEEDS

CHRONIC HOMELESSNESS



NEED:

Long-term supportive services and housing assistance



SOLUTION:

Transitional / Bridge Housing & Supportive Housing

SHORT-TERM HOMELESSNESS



NEED:

Short-term rental assistance and supportive services



SOLUTION:

Transitional / Bridge Housing & Rapid Re-Housing

WE NEED SUPPORTIVE HOUSING IN OUR COMMUNITIES

90%
OF PEOPLE RETAIN
HOUSING AFTER ONE YEAR



PROVIDES ON-SITE SERVICES

Services such as mental health, addiction therapy, and job training produces better outcomes and healthier lives.



INCREASES STABILITY

Helps tenants stay housed, decreasing the cycle of homelessness, shelter stays, and emergency room visits.



SAVES TAXPAYER MONEY

Supportive Housing saves almost 43% in supportive services than cost of public services while unsheltered

Supportive housing reflects the look and feel of our communities.

- Beautiful exterior fascade
- Respectful and consistent with neighborhood character



**Residents live in an environment
that is **safe and stable.****

- Intensive on-site coordinated services
- Smaller residential units
- Limited parking for residents who do not own or drive vehicles

A COMMUNITY OF FRIENDS CASA DEL SOL

44 total units / 43 supportive
Sun Valley, CA

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An architectural rendering of a modern multi-story residential building named 'The Pointe on Vermont'. The building features a mix of light-colored panels, large glass windows, and a prominent corner section with vertical slats. Ground-floor storefronts include a 'COFFEE' shop and a 'COFFEE & SHOP'. A large abstract sculpture is in the foreground, and several people are shown walking and cycling on the sidewalk. The sky is blue with light clouds.

EAH, INC. THE POINTE ON VERMONT

50 total units / 25 supportive
South Los Angeles, CA

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PATH VENTURES METRO VILLAS II

122 total units / 90 supportive
East Hollywood, CA

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WORKS

88TH & VERMONT

62 total units / 46 supportive
South Los Angeles, CA

YOUTH AND COMMUNITY CENTER

Vermont Av

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OBSTACLES TO OUR SUCCESS

LOCAL OPPOSITION

Financing and production of supportive housing, while greatly expanded, is not ramping up quickly enough to build 10,000 units in 10 years

ORG CAPACITY

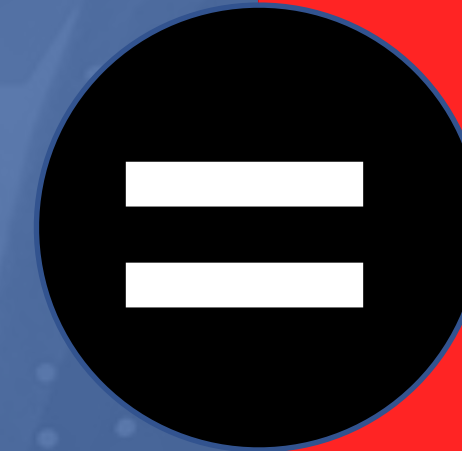
Providers and systems are straining to keep up with at the level of resources being delivered

NEGATIVE NARRATIVE

Media is focused on the supportive housing sites that have met opposition creating a broader negative narrative

DELAYED RESULTS

Homeless Count increases will slow but will not decrease for 1-2 years



**RISKS THE
EROSION OF
PUBLIC AND
POLITICAL WILL
FOR PERMANENT
SOLUTIONS**

ADDING A CRITICAL STRATEGY

**BROAD-BASED COUNTYWIDE
COMMUNICATIONS AND ACTIVATION
CAMPAIGN TO BUILD PUBLIC AND POLITICAL
MOMENTUM TO EFFECTIVELY IMPLEMENT
PROPOSITION HHH (HOUSING)
AND MEASURE H (SERVICES)**



MONITOR

Demonstrate
progress



INSPIRE

Drive the
narrative



ENGAGE

Mobilize
public support



MOBILIZE

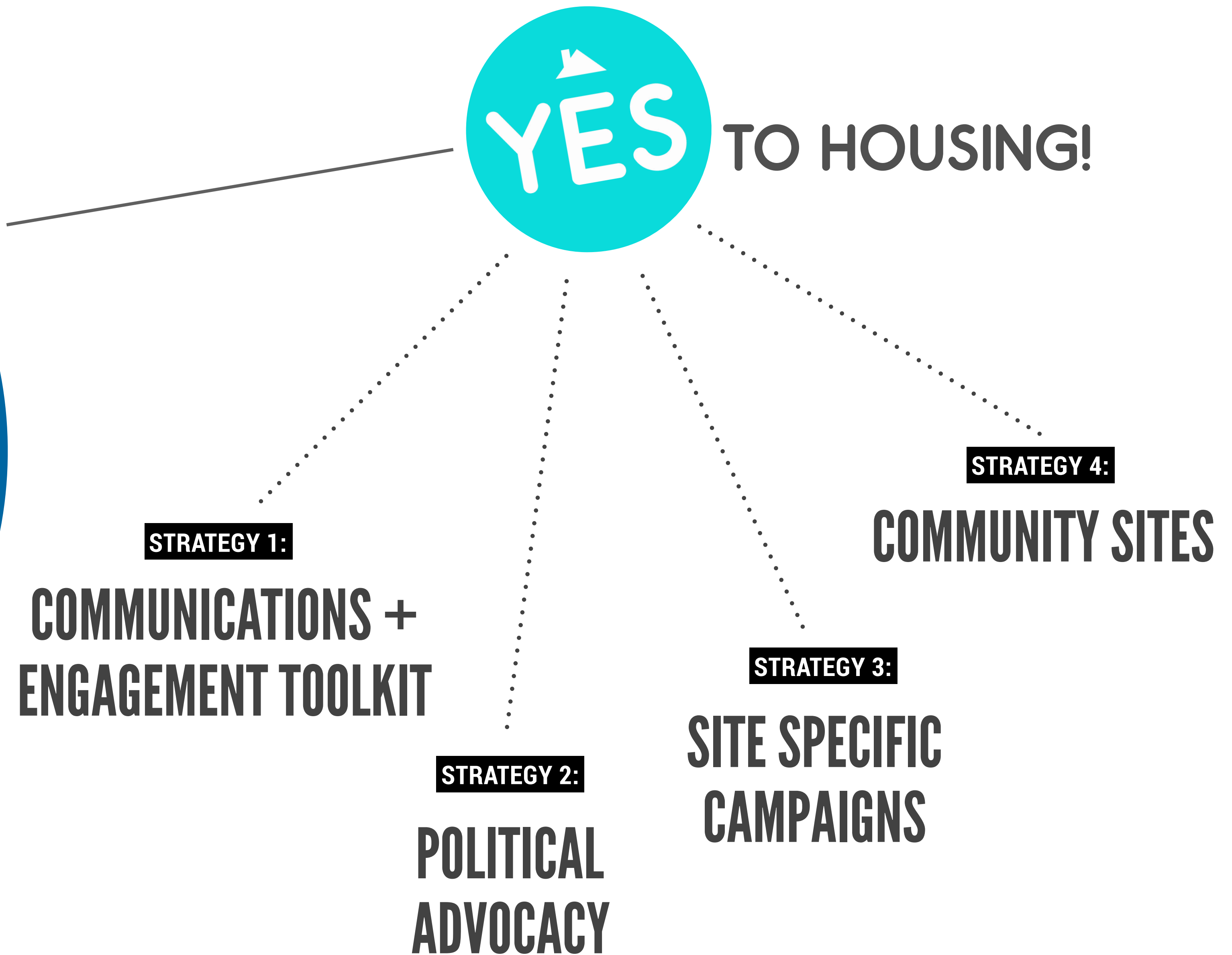
Create
political will

IMPACT:

**BUILD PUBLIC
& POLITICAL
MOMENTUM
FOR
PERMANENT
SOLUTIONS**

**OUR THREE YEAR VISION
2020 IMPACT**

**APPROVE
2,500
SUPPORTIVE
HOUSING
UNITS**



KEY LEARNINGS FROM SUPPORTIVE HOUSING COMMUNITY OUTREACH TOOLKIT



KEY MESSAGE 1: HUMANIZE HOMELESSNESS

Residents often associate homeless individuals with drug use, mental illness and poor life choices. Developers can humanize the homeless experience by describing the diverse paths that lead to homelessness and communicating tenants' desire to better their lives.

KEY LEARNINGS FROM SUPPORTIVE HOUSING COMMUNITY OUTREACH TOOLKIT



KEY MESSAGE 2: EMPHASIZE COMMUNITY SAFETY

Community members are generally concerned for their own personal safety when faced with homeless individuals moving into their neighborhood. Explain how supportive housing addresses safety by emphasizing the presence of highly skilled staff and trained security personnel on-site.

KEY LEARNINGS FROM SUPPORTIVE HOUSING COMMUNITY OUTREACH TOOLKIT



KEY MESSAGE 3: EXPLAIN SUPPORTIVE SERVICES

Most residents are unfamiliar with supportive housing and assume that it simply provides shelter, allowing tenants who struggled on the street to continue to struggle in housing. Explain in detail the services that will support tenants to become stable again (e.g. mental and physical health services, job training and addiction treatment).

KEY LEARNINGS FROM SUPPORTIVE HOUSING COMMUNITY OUTREACH TOOLKIT



KEY MESSAGE 4: HIGHLIGHT TENANT SELECTION AND ACCOUNTABILITY

Communities are often concerned about who will be selected as tenants, and they worry about unruly behavior and dangerous/illegal activity. Be clear about how tenants are selected, clarify the requirements for tenants to maintain their units and be specific about the building rules and how they are monitored.

IDENTIFY YOUR KEY MESSAGES

SCENARIO:

A supportive housing development is proposed and the media has taken notice. You are identified as the person who will speak to the media on your community's behalf. What are the key messages that speak to the most important issues around the project. **Review key message from toolkit.**

Tommy Newman, Reporter for KTLA

PREPARE A MEDIA STRATEGY

Answer:

“Everyone has a plan until they get punched in the mouth.”

Counterintuitive strategy here:

FACTS CAN'T FIX FEARS. SPEAK FROM THE HEART

PREPARE A STRATEGY TO BUILD PUBLIC SUPPORT

SCENARIO:

You've secured your site, the project concept is relatively firm, and you're working to build community support.

Who is your BEST supporter?

PREPARE A STRATEGY TO BUILD PUBLIC SUPPORT

Answer:

A converted opponent of a previous project in an area as close as possible to this one. This person is GOLD.

Counterintuitive learning:

**ASK DECISION MAKERS WHO YOU SHOULD BE TALKING TO.
THEY KNOW.**

QUESTIONS?



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